

Decentralized Domain Names

McCarthy Institute

IPCon

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About Tom Barrett

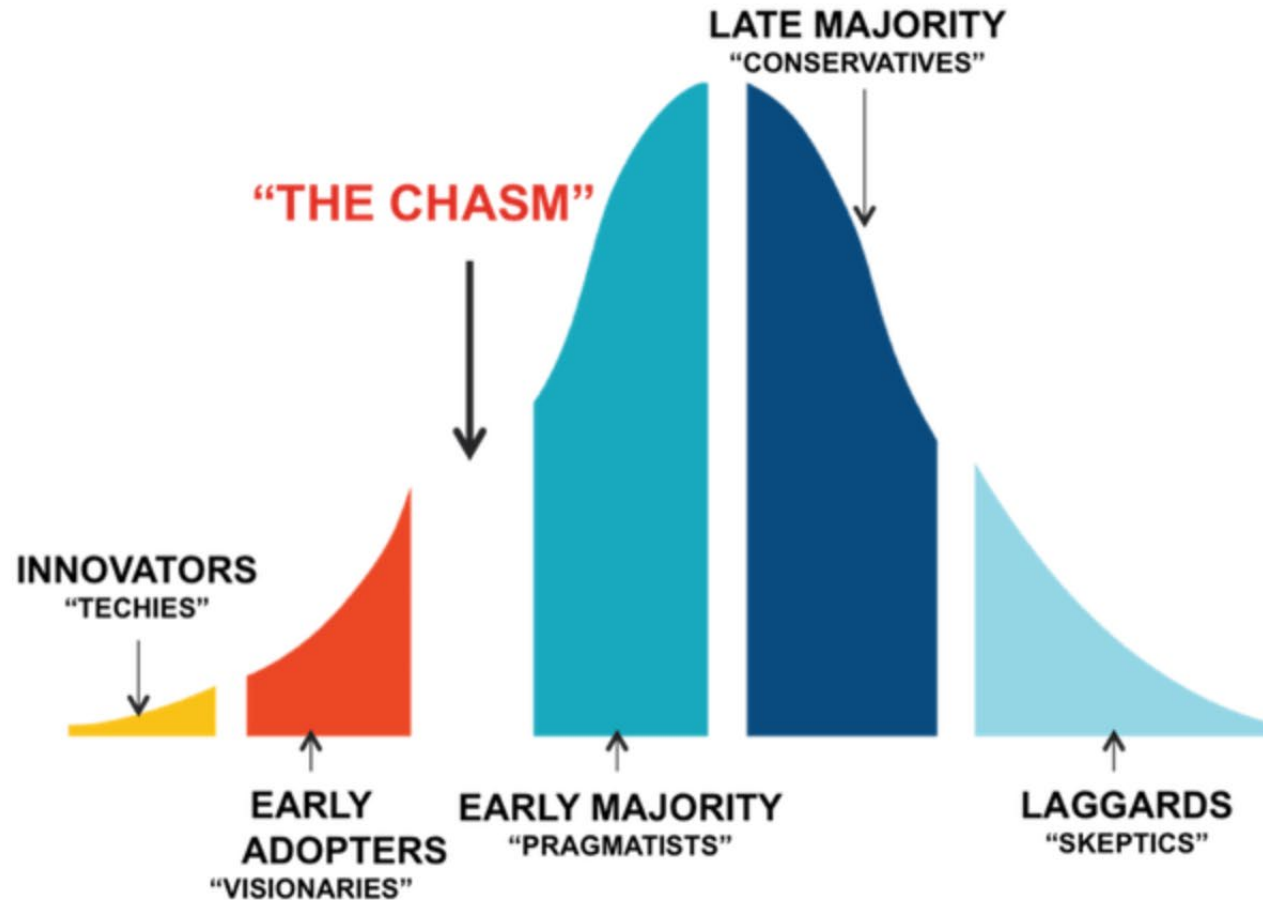
- Founder & President of 2 ICANN Registrars
 - Business focus is providing engineering services to registry operators
- Chair of the Blockchain committee for INTA
 - Coordinating INTA's policy effort around NFT's
- "Next generation domains via the blockchain"
 - Ethereum Naming Service' .ETH
 - Unstoppable Domains' .CRYPTO, .NFT, .etc.
 - Handshake Naming Service
 - NexBloc
- Previously:
 - Founding Board member of Afilias (.INFO applicant) and helped Neustar launch .BIZ
 - Led development of SAEGIS for Thomson-CompuMark

Blockchain Innovations



Coalescing around the Decentralized Web

Crossing the Chasm



If
you're not
paying
for a product,



You
Are
The
Product

Privacy Backlash



The Decentralized web is a movement to regain personal privacy.

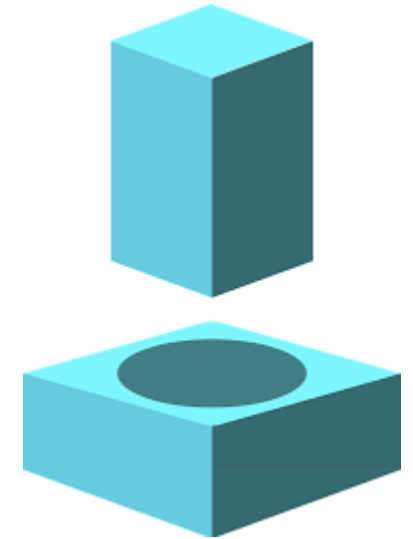
Self-Sovereign Digital Identities

- Privacy-focused presence for individuals
- Enables more data encryption and security for individuals
- Eliminates intermediaries that can “sniff your data”
 - Browsers and social data (Big Tech)
 - ISP’s, Cloud Providers
 - SSL certificate authorities
 - ICANN and its contracted parties
- Eliminates “censorship” (Immutable & Anonymous)



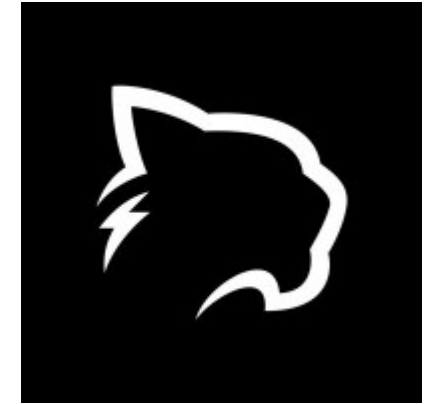
DWeb Needs Domains

- It is hard to share 40-character alphanumeric blockchain addresses
- It needs domains and is not waiting for ICANN to provide them
- Using alternative roots to bypass ICANN and anti-privacy regulations
- Dweb's principles are incompatible with ICANN's
- How should or, even can, ICANN respond?



Third Browser War is Coming

- ✓ Privacy Focused
- ✓ Blockchain Compatible



EthDNS

The Third Rail of the Internet

“Alternate root name service is the third rail of Internet governance: if you touch it, you die.”

Paul Vixie, March 30, 2016 CircleID ([Let Me Make Yeti-DNS Perfectly Clear \(circleid.com\)](https://circleid.com/2016/03/30/let-me-make-yeti-dns-perfectly-clear/))



- Intentional rather than accidental collisions
- Collisions may cause consumer harm and confusion
- Potential for abuse and other malicious behavior

AltRoots Are Proliferating

- Ethereum Naming Service (.ETH)
 - Complementary to ICANN Root
- Unstoppable Domains (.CRYPTO, .WALLET,...)
 - Future potential collisions with ICANN
- Handshake Naming Service (millions of TLDs)
 - Open-source project to replace the ICANN root and certificate authorities

TLDs for Everyone!

Handshake is the democratization of top-level domains

- .THOMASBARRETT – Personal TLD
- .BARRETT – Community TLD
- .ENCIRCA – Brand TLD



Handshake Launch

- “Sunrise” Period (time-limited at four years)
 - Reserved the ICANN Root as of February 2020
 - Reserved the domains of the top 100,000 websites intended to minimize potential trademark infringement
 - Unclaimed names will be released at end of period
- Initiated on-going auctions of TLDs in February 2020
 - Ignores ICANN reserved strings and restrictions
 - Usual mix of early adopters and speculators
 - Some bad actors: trademark infringement, Homographs

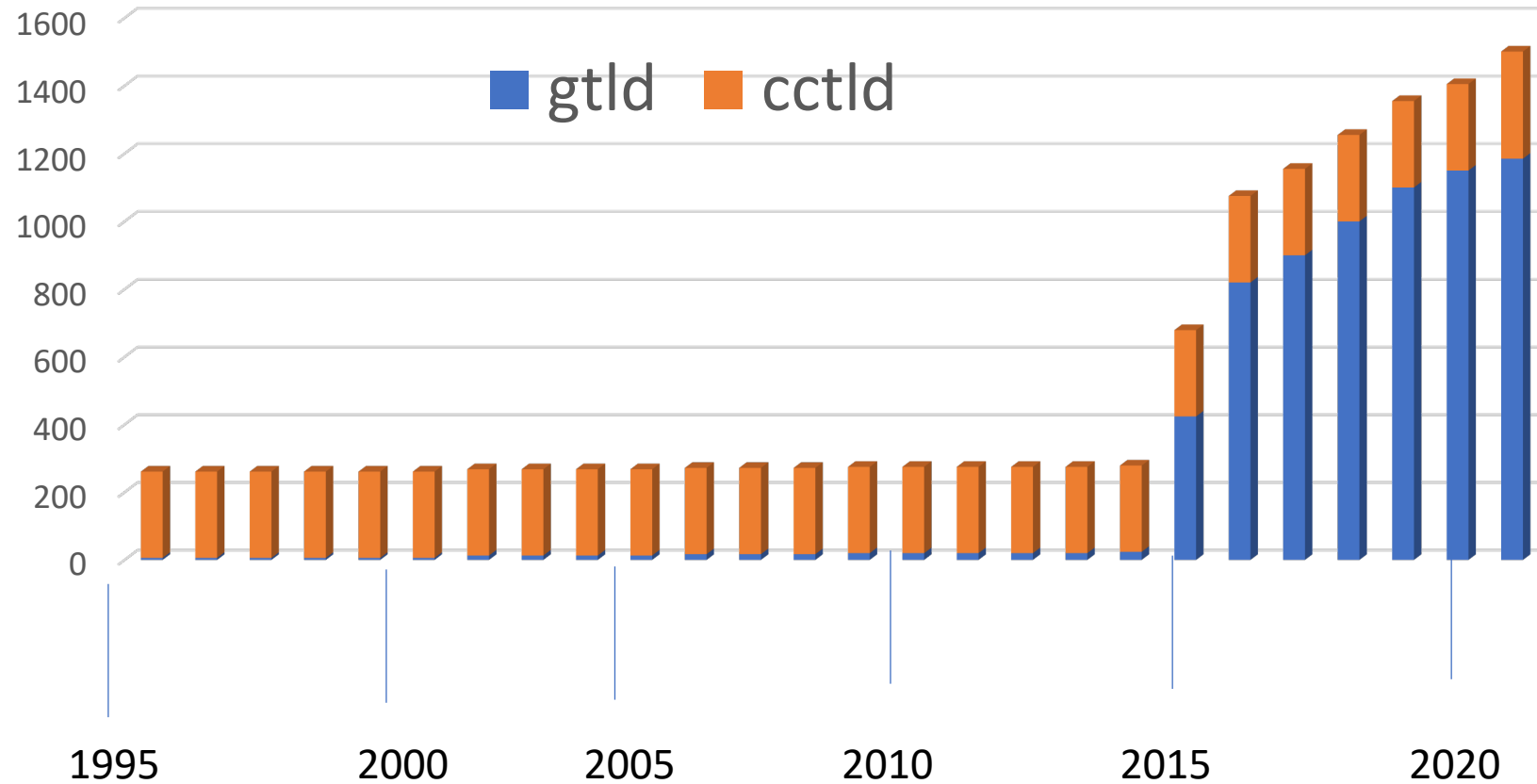
Potential for Abuse

- .ETH and Ethereum Naming Service (Non-profit)
 - Weak rights protections: Launch of 3-6 strings gave preference to existing domains
 - Status: 750,000 .ETH second-level names and growing rapidly
- Unstoppable Domains (For profit)
 - Indefinitely reserved top 100,000 websites
 - Status: 10 TLDs, 2 million second-level domains (mostly .CRYPTO) and growing rapidly
- Handshake Naming Service (Non-profit)
 - Temporarily reserved ICANN root and top 100,000 websites
 - Status: 3 million top-level domains. 1400 TLDS selling non-chain second-level domains with minimal sales

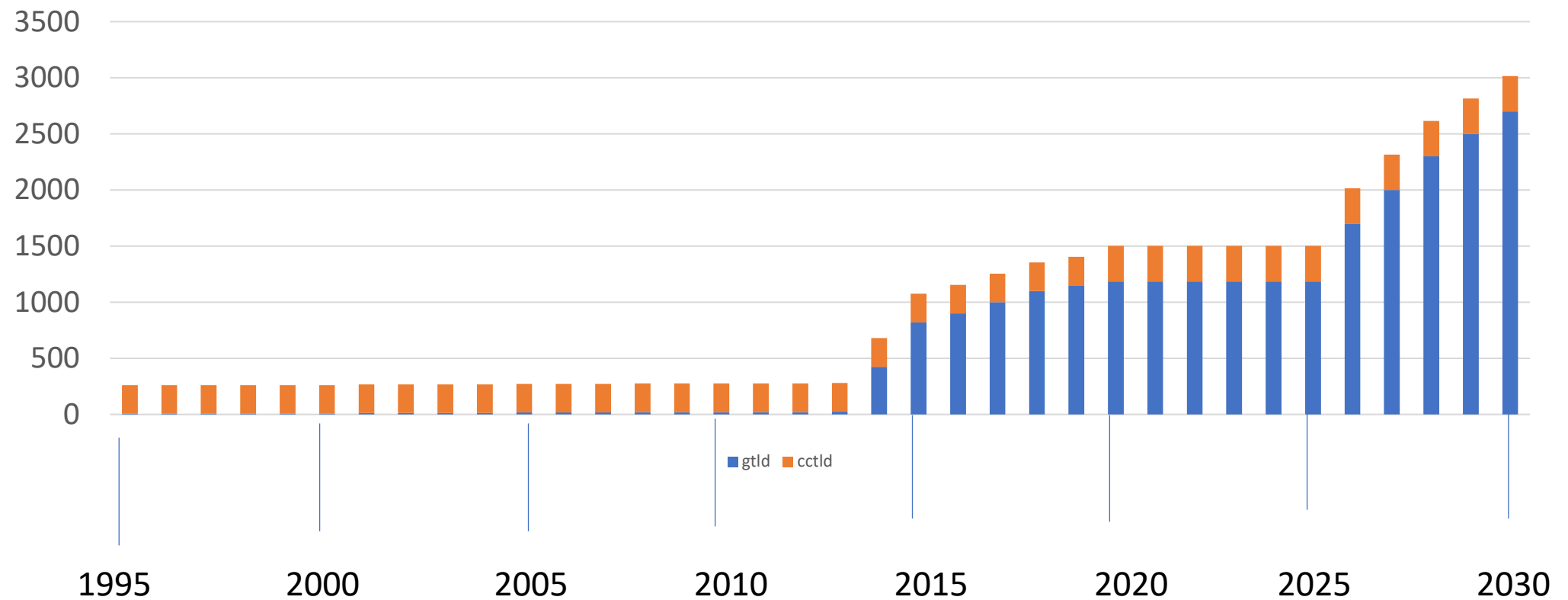
Missing Policies are a Feature, not a Bug

- Future regulation is unlikely to add missing ICANN policies
 - Anonymous. No WHOIS, no zone files
 - No consensus policies, rights protection or enforcement mechanisms
 - No accredited contracted parties that can enforce consensus policies
- Governance via Decentralized Autonomous Organizations (DAO)
- No Unified Alternative Root. There are duplicate alternative TLDs

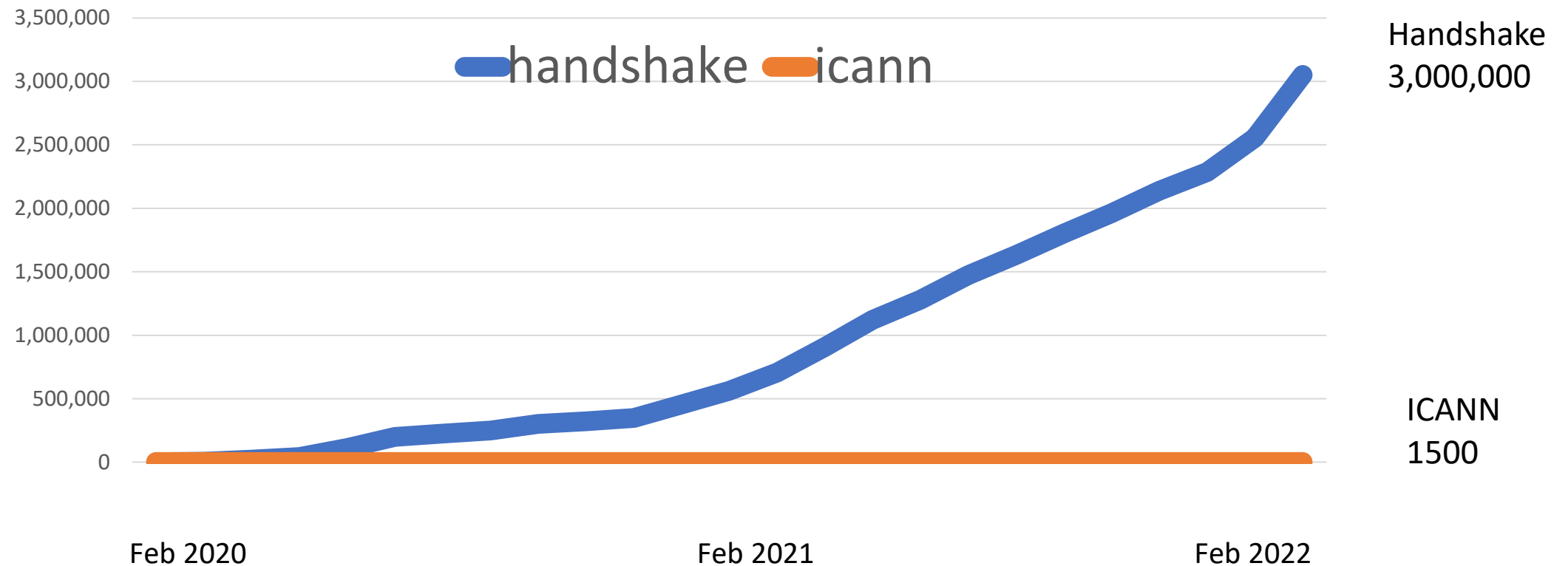
ICANN 1995-2022



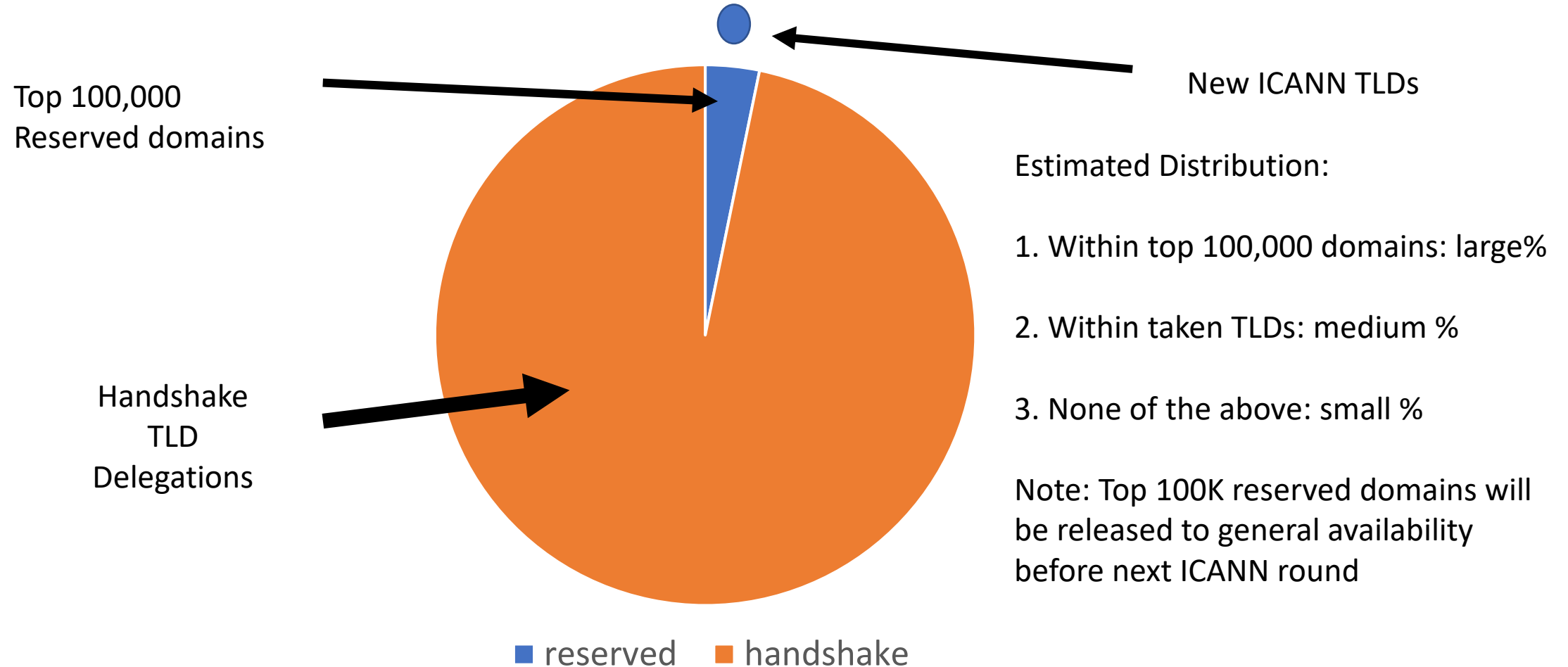
ICANN Forecast (2030)



Handshake TLD Growth



If Next TLD Round Was Today



Where we go from here

- Technology is always ahead of the law and regulation
- Dweb continues rapid evolution. Yet to “*Cross the Chasm*”
- The likelihood of ICANN involvement is unlikely
- The date for government regulation is unknown

The End

Thank you!

Thomas Barrett

<https://www.linkedin.com/in/thomasbarrett/>